

**WHAT IS CLAIMED IS:**

1. A convertible shipper container for shipping and displaying packaged products, the container comprising:

a top panel;

a bottom panel;

a partially open front side;

a left side including a first slot therethrough and a first portion of a separation strip, the left side connected to the top panel, the bottom panel and the front side,

a back panel including a second portion of the separation strip, the back panel connected to the top panel, the bottom panel and the right side; and

a right side including a second slot therethrough and a third portion of the separation strip, the right side connected to the top panel, the bottom panel, the front side and the back panel;

the separation strip being operable to separate a portion of the left side, back and right side from the container to leave a display portion comprising a bottom with front, back and left and right sidewalls.

2. The container of Claim 1, wherein the first slot extends partially across a width of the left side and the first portion of the separation strip extends continuously with the first slot across a remainder of the width of the left side, and wherein the second slot extends partially across a width of the right side and the third portion of the separation strip extends continuously with the second slot across a remainder of the width of the right side.

3. The container according to Claim 2 wherein the first portion of the separation strip is collinear with the first slot, and wherein the third portion of the separation strip is collinear with the second slot.

4. The container of Claim 3, wherein the first and second slots extend at least half of the width of the respective sides.

5. The container according to claim 4 wherein after separation of the separation strip, the front, back and left and right sidewalls of the display portion have the same height.

6. The container according to Claim 4 wherein after separation of the separation strip, the back wall of the display portion is higher than the front wall, and the left and right sidewalls slope from the front wall to the back wall.

7. A convertible shipping container for shipping and displaying packaged product, the container comprising:

a bottom panel

a top panel;

a front panel having a top end intermediate the top and bottom panel defining a window in the front of the container;

a back panel;

left and right side panels, the side panels each having a slot therein communicating with the window on the front, and a separation strip extending from the end of the slot across one side panel, across the back panel, and across the other side panel to the end of the slot;

the separation strip separating a portion of the top, back and side panels to form a display tray having a bottom, and front, back, left and right sides.

8. The container according to claim 7 wherein the slots extend at least half the width of the respective side panels, the edge of the slots forming a finished edge of the top edge of the side panels of the display portion.

9. The container of Claim 8, wherein the first and second slots extend at least half of the width of the respective sides.

10. The container according to claim 9 wherein after separation of the separation strip, the front, back and left and right sidewalls of the display portion have the same height.

11. A production blank for forming a convertible shipper container to ship and display packaged products, the blank comprising:

a first section including a top panel, a left side primary flap connected to the top panel along a top first side fold line, and a right side primary flap connected to the top panel along a top second side fold line;

a second section connected to the first section along a first major fold line, the second section including a back panel, a left side secondary flap connected to the back panel along a back left side fold line, a right side secondary flap connected to the back panel along a back right side fold line, and a separation strip having a first portion included in the left side secondary flap, a second portion included in the back panel, and a third portion included in the right side secondary flap;

a third section connected to the second section along a second major fold line, the third section including a bottom panel, a left side tertiary flap connected to the bottom panel along a bottom left side fold line, and a right side tertiary flap connected to the bottom panel along a bottom right side fold line;  
and

a forth section connected to the third section along a third major fold line, the forth section including a front wall, a left side quaternary flap

connected to the front wall along a front wall left side fold line, and a right side quaternary flap connected to the front wall along a front wall right side fold line, wherein

a front edge of the left side primary flap, a front edge of the top panel, a front edge of the right side primary flap, and a top edge of the front wall are configured to form a window in a partially open front side of the convertible shipper container.

12. The blank of Claim 11, wherein the left side primary flap, left side secondary flap, left side tertiary flap and left side quaternary flap are configured to be overlapped to form a first side of the convertible shipper container having a first slot therethrough and the first portion of the separation strip included therein.

13. The blank of Claim 12, wherein a top edge of the first slot comprises a lower edge of the left side primary flap, and a bottom edge of the first slot comprises an upper edge of the left side tertiary flap and an upper edge of the left side quaternary flap.

14. The blank of Claim 12, wherein the left side primary flap, left side secondary flap, left side tertiary flap and left side quaternary flap are further configured to be combined such that the first slot extends partially across a width

of the left side and the first portion of the separation strip extends collinearly with the first slot across a remainder of the width of the left side.

15. The blank of Claim 14, wherein the right side primary flap, right side secondary flap, right side tertiary flap and right side quaternary flap are configured to be combined to form a right side of the convertible shipper container having a second slot therethrough and the third portion of separation strip included therein.

16. The blank of Claim 15, wherein a top edge of the second slot comprises a lower edge of the right side primary flap, and a bottom edge of the second slot comprises an upper edge of the right side tertiary flap and an upper edge of the right side quaternary flap.

17. The blank of Claim 15, wherein the right side primary flap, right side secondary flap, right side tertiary flap and right side quaternary flap are further configured to be overlapped such that the second slot extends partially across a width of the right side and the third portion of the separation strip extends collinearly with the second slot across a remainder of the width of the right side.

18. The blank of Claim 17, wherein the separation strip is configured to be removed from the left side secondary flap, the back panel and the right side secondary flap once the blank has been formed into the convertible

shipper container to separate the shipper container into a display portion and a disposable portion.

19. The blank of Claim 16, wherein the display portion includes:

the front wall;

a left side wall comprising a portion of the first side secondary flap remaining after the first portion of the separation strip has been removed, the left side tertiary flap and the left side quaternary flap;

a back wall comprising a portion of the back panel remaining after the second portion of the separation strip has been removed; and

a right side wall comprising a portion of the right side secondary flap remaining after the third portion of the separation strip has been removed, the right side tertiary flap and the right side quaternary flap.

20. The blank of Claim 19, wherein the top edge of the front wall is configured to have a uniform manufactured finished edge, a top edge of the first side wall is configured to have a section with a uniform manufactured finished edge and a section with an unfinished edge, a top edge of the back wall is configured to have an unfinished edge, and a top edge of the second side wall is configured to have a section with a uniform manufactured finished edge and a section with an unfinished edge.

21. The blank of Claim 20, wherein a width of the forth section, a width of the left side tertiary flap, a width of the right side tertiary flap, and a location of the separation strip in the third section are configured so that once the convertible shipper container is formed and the separation strip is removed, the front wall, the left side wall, the back wall and the right side wall have equal heights.

22. The blank of Claim 20, wherein a width of the forth section, a width of the left side tertiary flap, a width of the right side tertiary flap, and a location of the strip of Sesame® strip in the third section are configured so that once the convertible shipper container is formed and the separation strip is removed, at least two of the front wall, the left side wall, the back wall and the right side wall have equal heights.

23. The blank of Claim 20, wherein a width of the front wall, an upper edge of the left side quaternary flap, an upper edge of the left side tertiary flap, a location of the first portion of the separation strip within the left side secondary flap, and a lower edge of the left side primary flap are configured so that once the convertible shipper container is formed and the separation strip is removed, the top edge of the left side wall extends from a left end of the top edge of the front wall diagonally upward to a left end of the top edge of the back wall.



24. The blank of Claim 20, wherein a width of the front wall, an upper edge of the right side quaternary flap, an upper edge of the right side tertiary flap, a location of third portion of the separation strip within the right side secondary flap, and a lower edge of the right side primary flap are configured so that once the convertible shipper container is formed and the separation strip is removed, the top edge of the right side wall extends from a right end of the top edge of the front wall diagonally upward to a second end of the top edge of the back wall.

25. A container in combination with at least one product, the combination comprising:

at least one product; and

a convertible shipper container constructed around the product, the convertible shipper container configured to package the product for shipping and display the product for marketing, wherein the convertible shipper comprises:

a top panel;

a bottom panel;

a left side including a first slot therethrough extending partially across a width of the left side and a first portion of a separation strip included therein extending collinearly with the first slot across a remainder of the width of the left side,

a back panel including a second portion of the separation strip included therein;

a right side including a second slot therethrough extending partially across a width of the right side and a third portion of the separation strip included therein extending collinearly with the second slot across a remainder of the width of the right side; and

a partially open front side for viewing the product when the product is packaged within the convertible shipper container, the partially open front comprising a front wall and a window having a perimeter including an upper edge of the front wall, a front edge of the left side, a front edge of the top panel, and a front edge of the right side.

26. The combination of Claim 25, wherein the separation strip is configured to be removed from the left side, back panel and right side to separate the container into a disposable portion and a display portion configured to retain and display the product for marketing.

27. The combination of Claim 26, wherein the display portion comprises:

the bottom panel;

the front wall, wherein the upper edge has a uniform manufactured surface;

a left side wall including an upper edge having a section with a uniform manufactured finished edge and a section with an unfinished edge;

a back wall including an upper edge having an unfinished edge;  
and

a right side wall including an upper edge having a section with a uniform manufactured finished edge and a section with an unfinished edge.

28. The container of Claim 27, wherein the section of the left side wall upper edge with the uniform manufactured finished edge comprises a bottom edge of the first slot, and the section of the left side wall upper edge with the unfinished edge is created when the first portion of the separation strip is removed from the left side.

29. The combination of Claim 27, wherein the section of the right side wall upper edge with the uniform manufactured finished edge comprises a bottom edge of the second slot, and the section of the right side wall upper edge with the unfinished edge is created when the third portion of the separation strip is removed from the right side.

30. The combination of Claim 27, wherein the unfinished edge of the back wall upper edge is created when the second portion of the separation strip is removed from the back panel.

31. The combination of Claim 27, wherein the left side wall upper edge extends from a first end of the front wall upper edge diagonally upward to a first end of the back wall upper edge, and the right side wall upper edge extends from a second end of the front wall upper edge diagonally upward to a second end of the back wall upper edge.

32. The combination of Claim 27, wherein the front wall has a uniform height across a width of the front wall, the left side wall has a uniform height across a width of the left side wall, the back wall has a uniform height across a width of the back wall, and the right side wall has a uniform height across a width of the right side wall.

33. The combination of Claim 32, wherein the heights of the front wall, the left side wall, the back wall and the right side wall are equal.

34. The combination of Claim 32, wherein the heights of at least two of the front wall, the left side wall, the back wall and the right side wall are equal.